

PHARMACEUTICAL

SALES & MARKETING PERFORMANCE ANALYSIS USING POWER BI

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Company Overview

Forggith Pharmaceuticals (Forggith), a pharmaceutical manufacturing company based in Germany, produces medical drugs that reach consumers through their distributors.

Forggith provides its distributors with a sales template to record and submit monthly sales data. This information is then used by Forggith for reporting and analysis to support their sales and marketing objectives, with a focus on tracking and monitoring key performance indicators (KPIs).

To drive growth, Forggith collaborates with a team of sales and marketing professionals who ensure that retailers receive products from distributors. While Forggith does not sell directly to retailers or end-users, they maintain relationships with retailers through their sales and marketing team.



Sales Performance Dashboard

Year

All

Month

All

Team

All

Total Revenue

11bn

Total Revenue YTD

3bn

TR Previous Yr YTD

8bn

TR (SPLY)

8bn

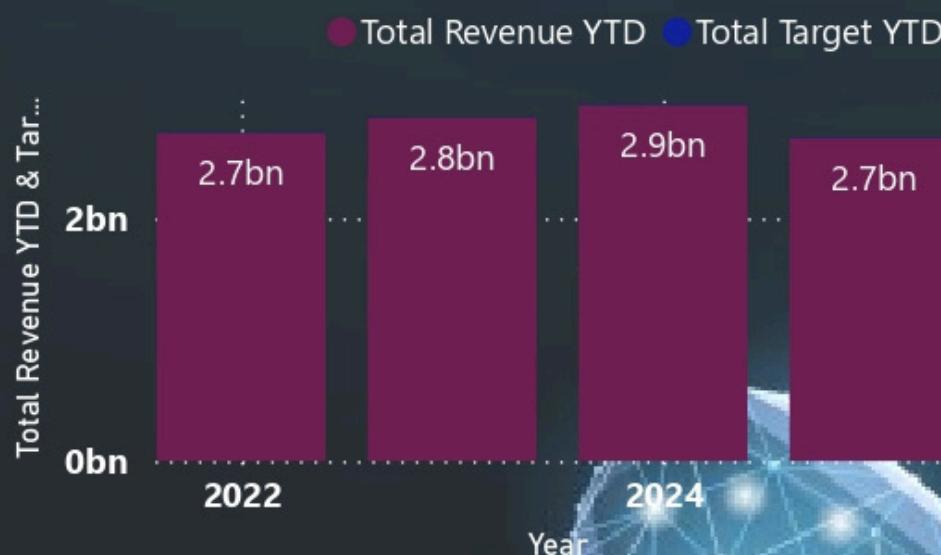
Total Target

21M

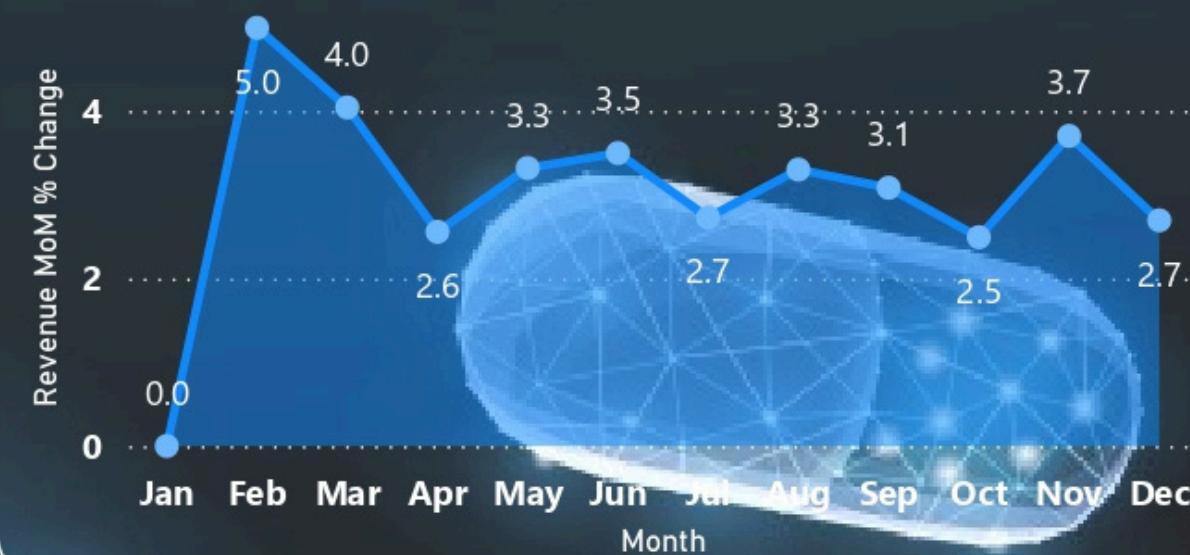
Total Target YTD

6M

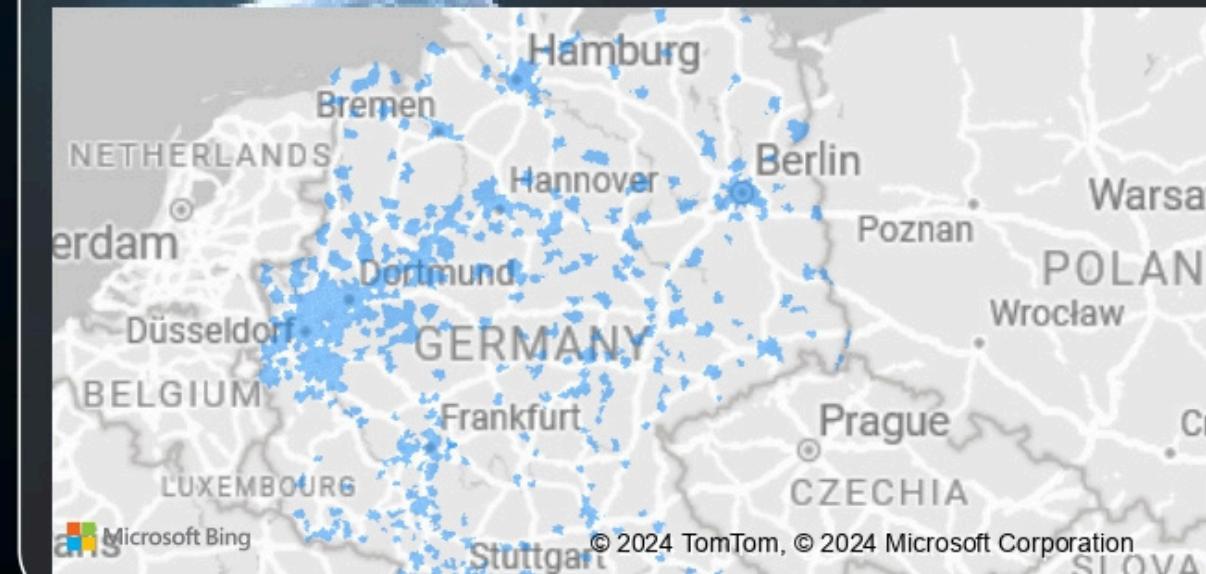
Actual RP YTD vs Target YTD



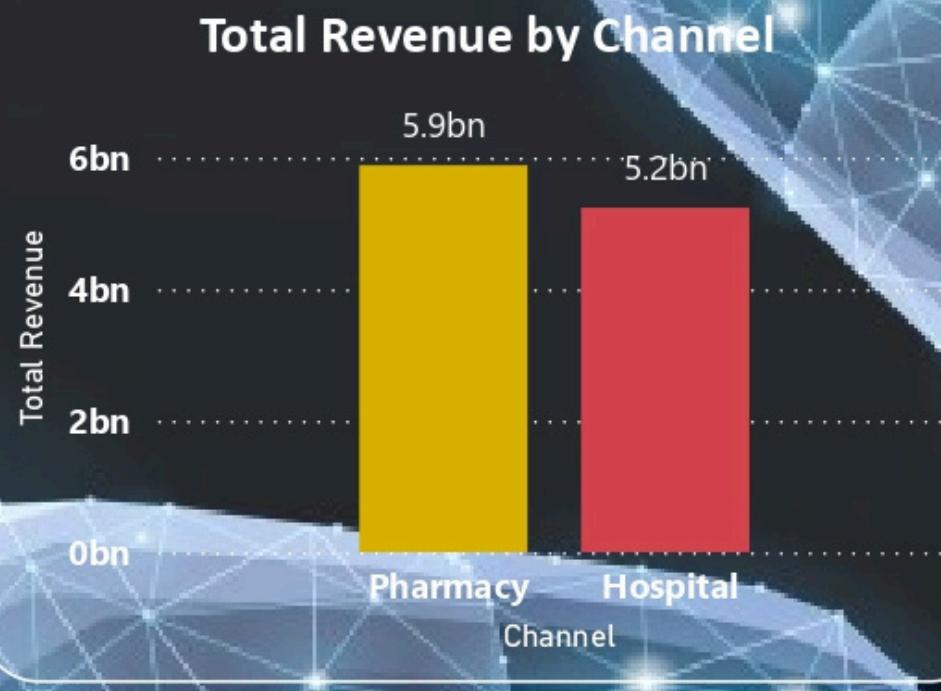
Revenue Month on Month Percentage Change



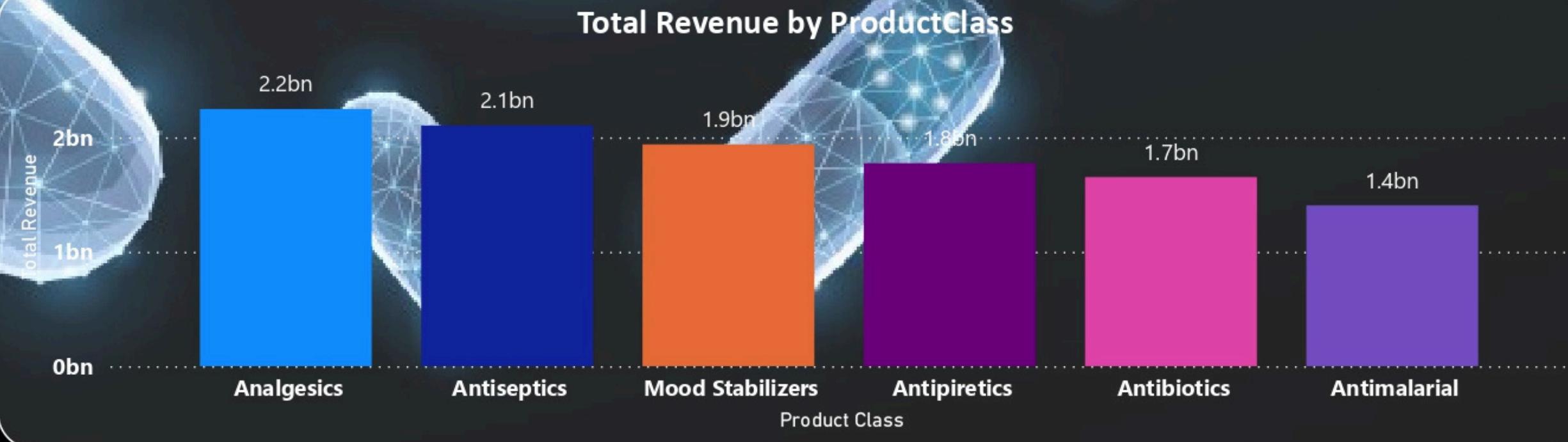
Revenue Distribution by Location



Total Revenue by Channel



Total Revenue by ProductClass



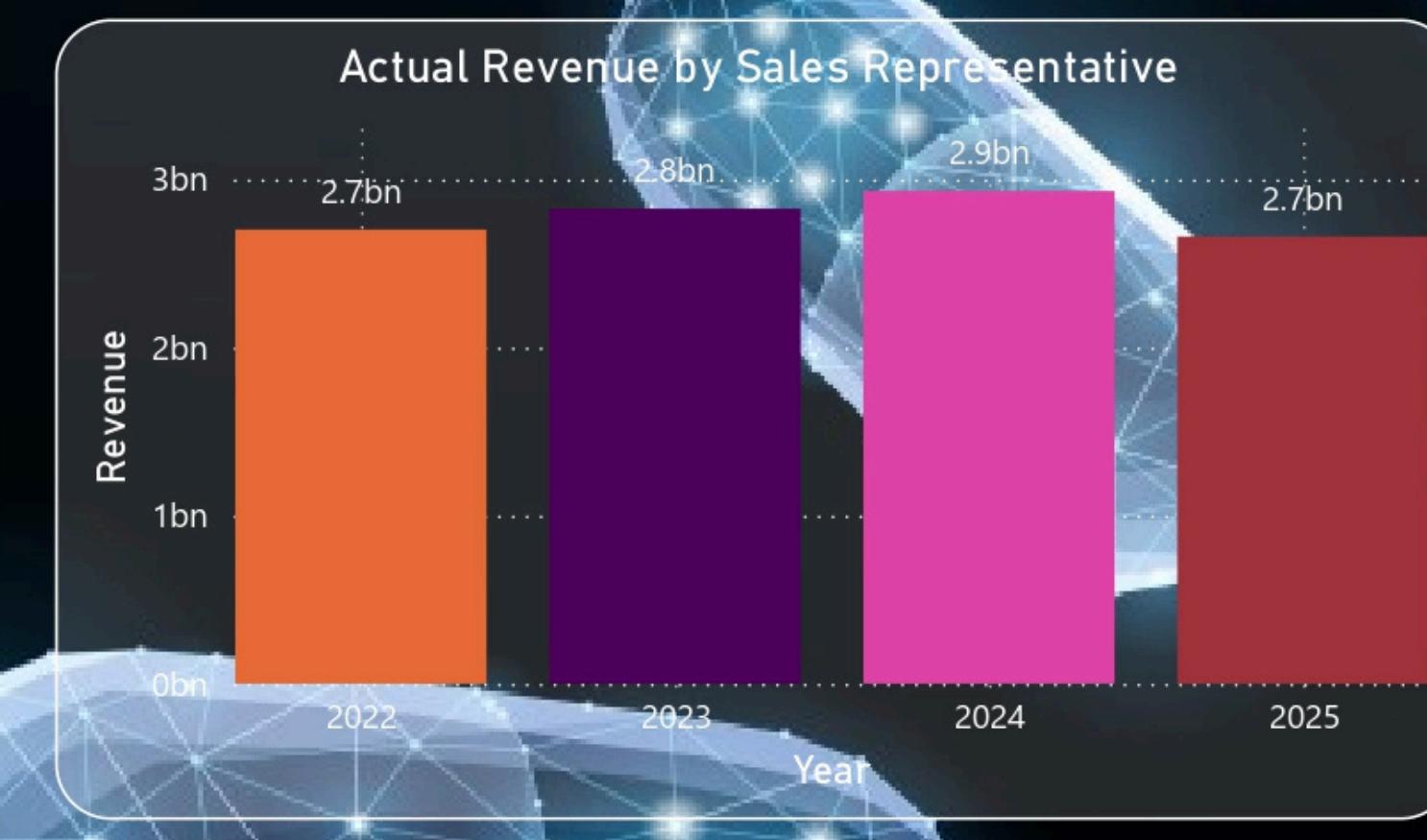
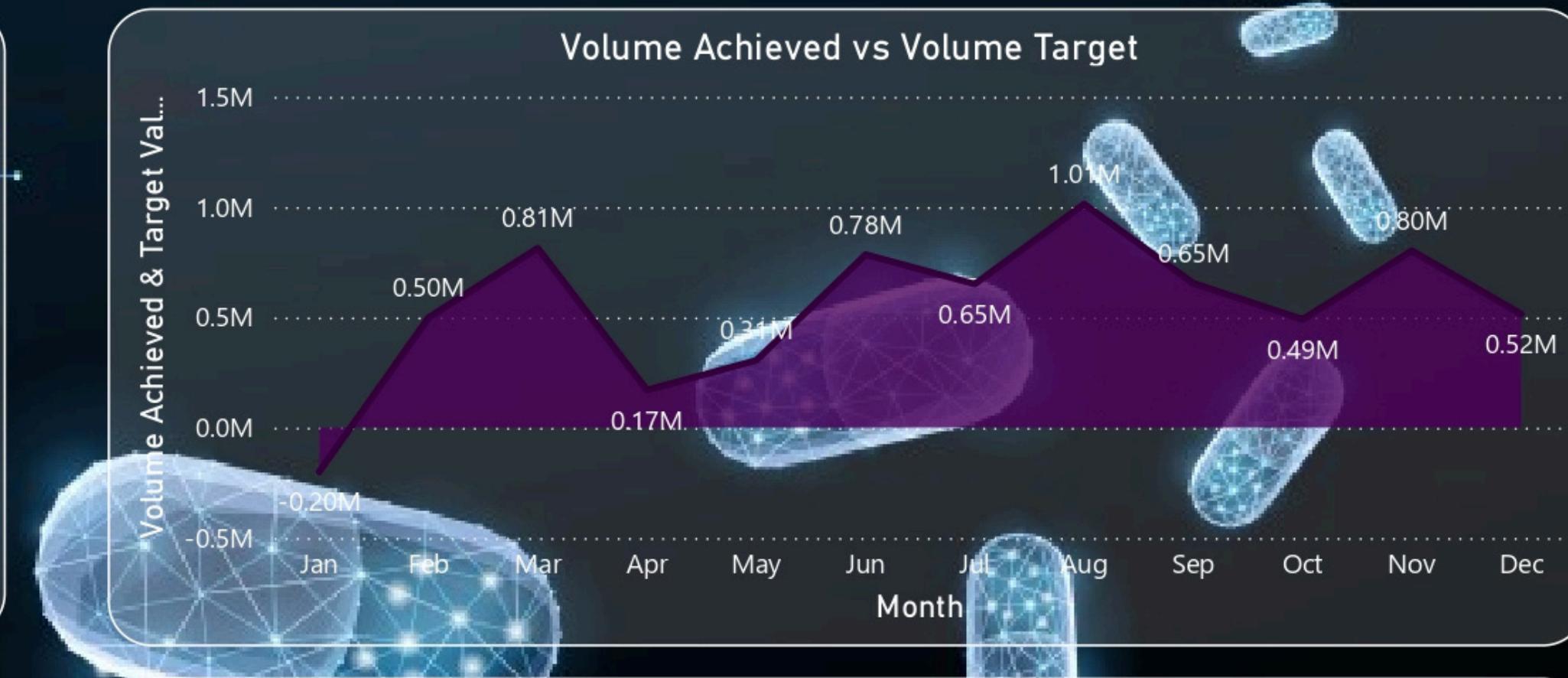
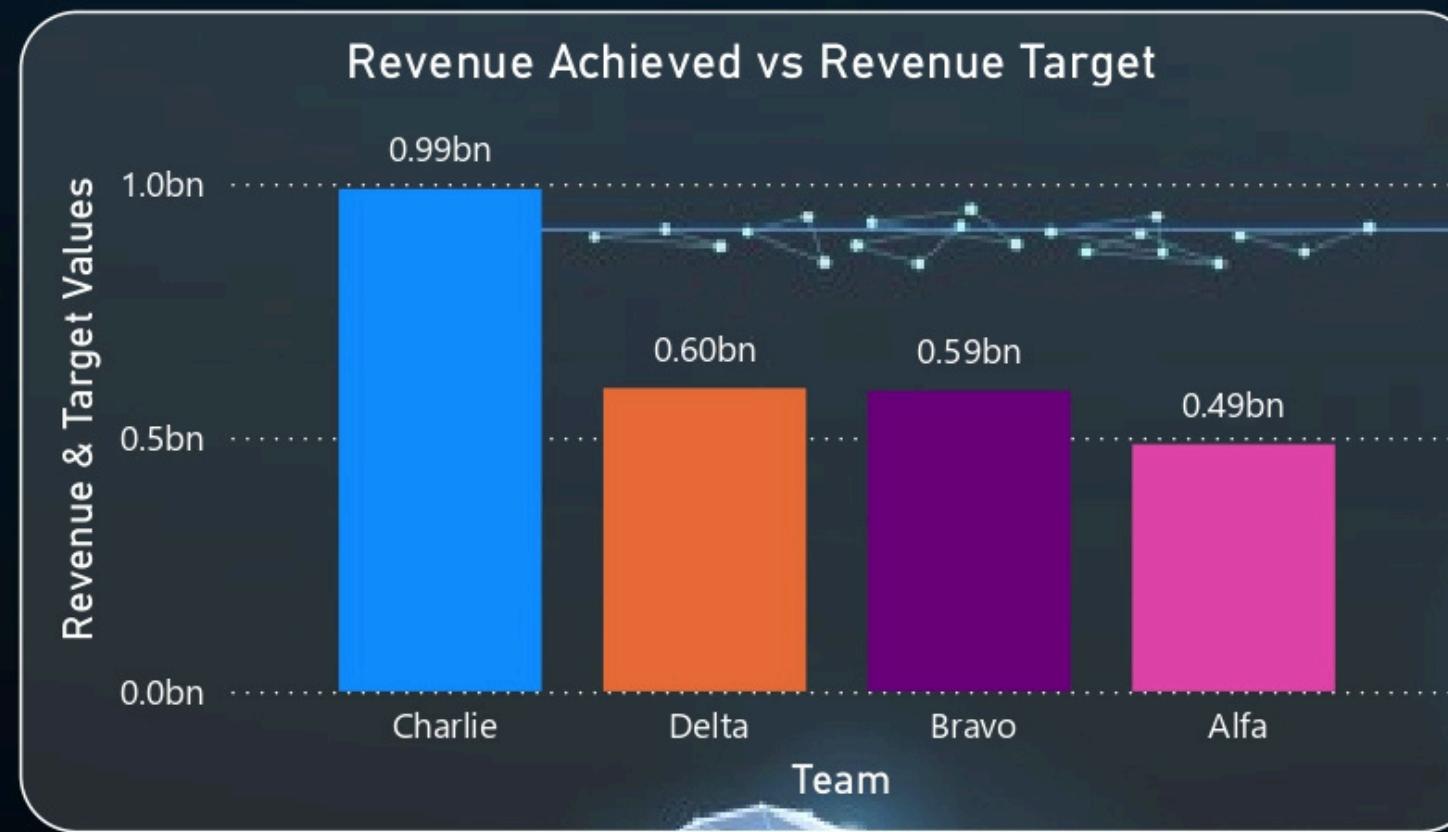


Marketing Performance Dashboard

Year
All

Month
All

Team
All





Marketing Performance Dashboard

Year

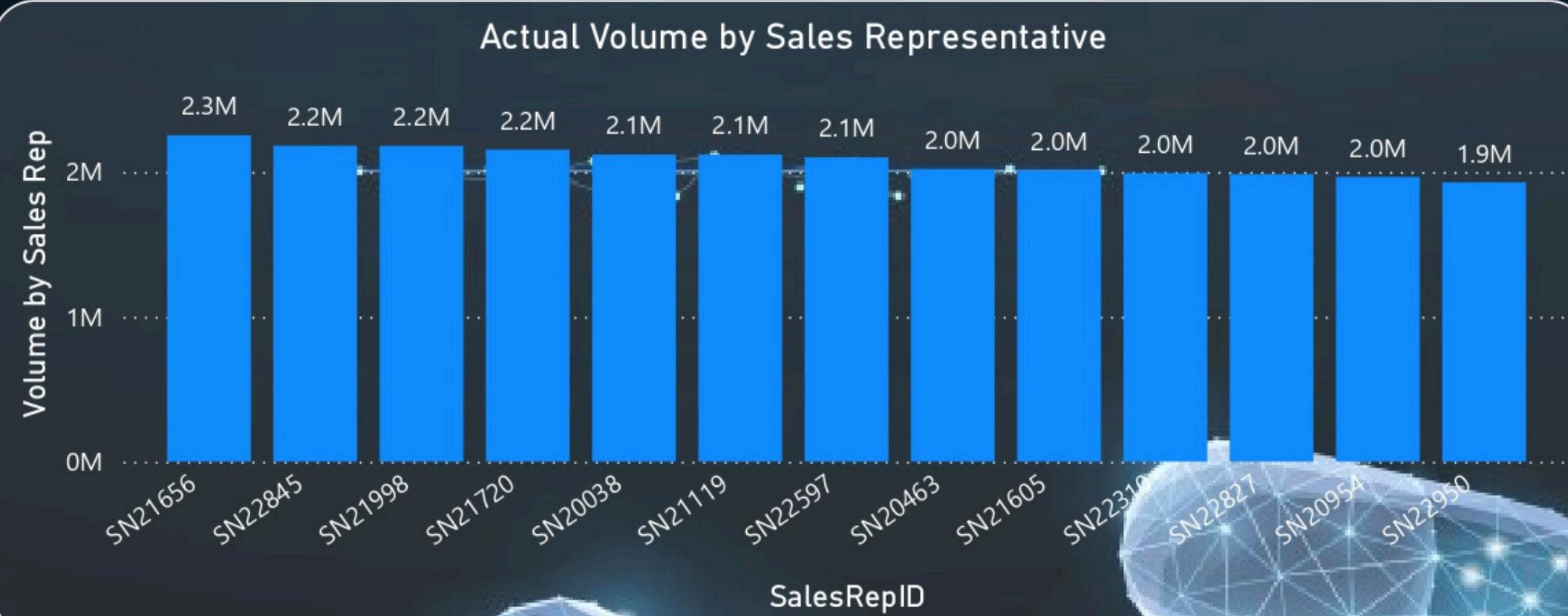
All

Month

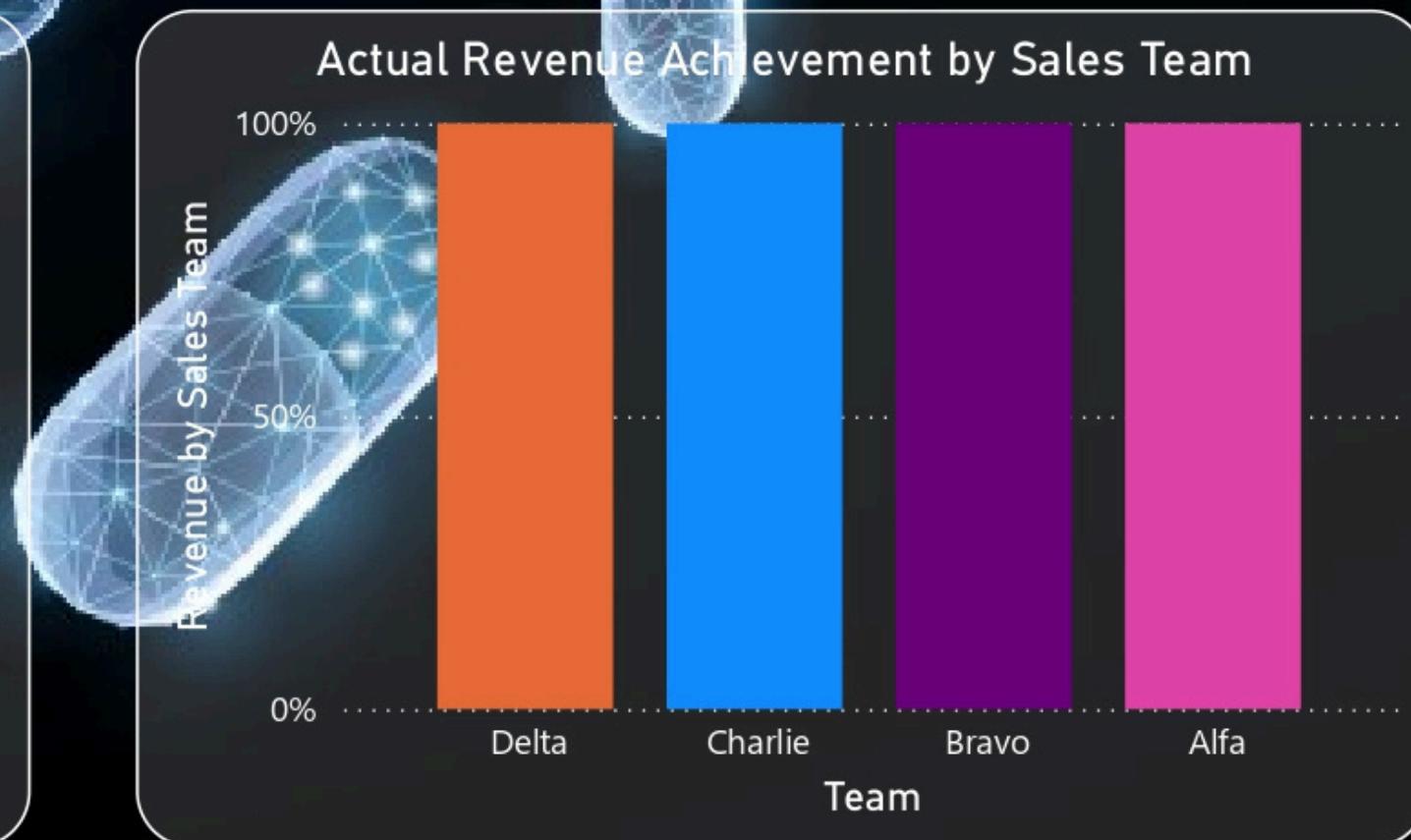
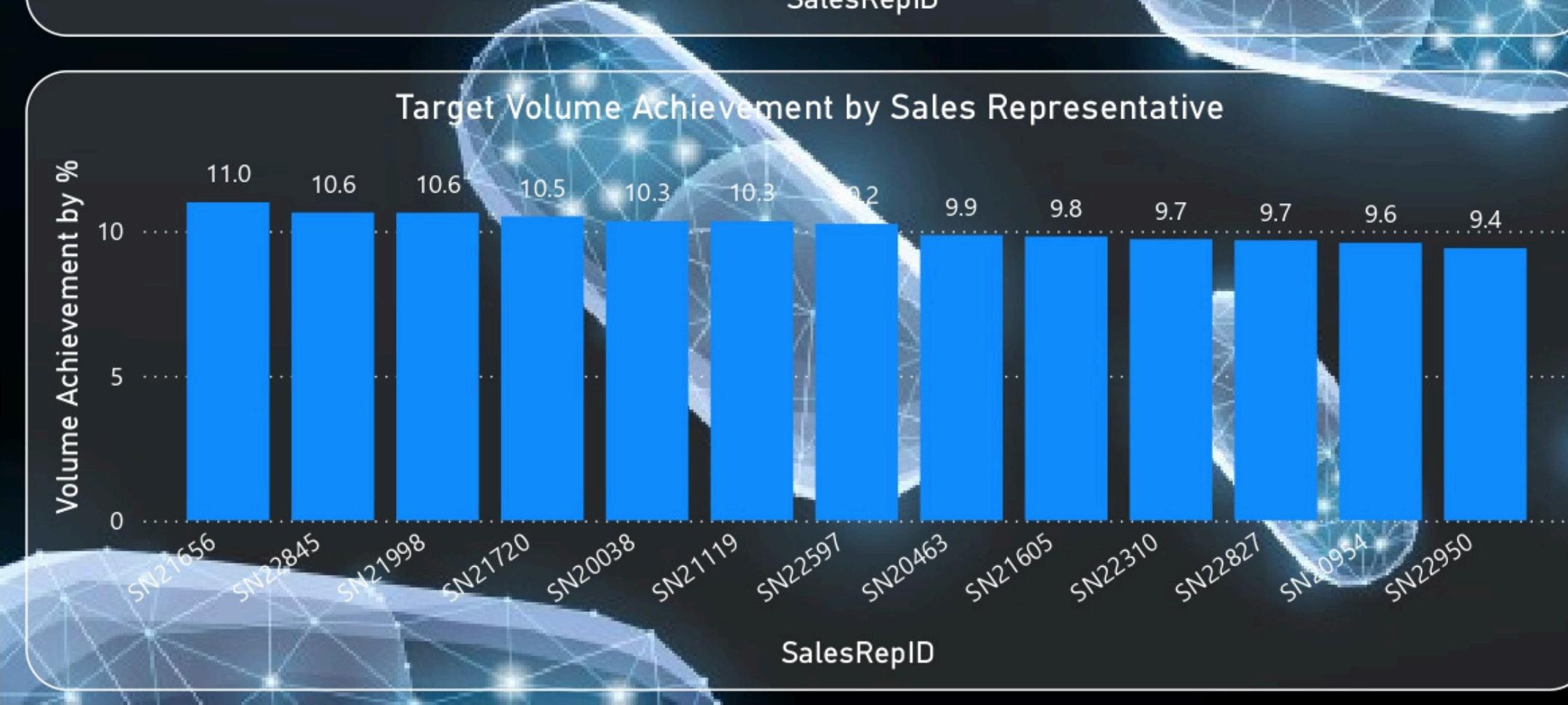
All

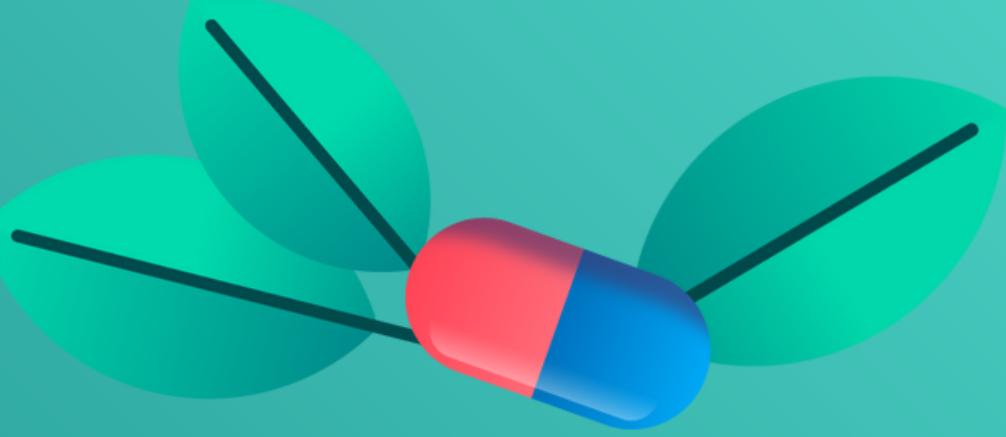
Team

All



ProductName	Revenue by Product	Volume by Product
Ionclotide	165614153	262463
Tetratanyl	121015531	236821
Sumanazole	109205702	206438
Betanem	103571832	169512
Docstryl Rivacin	98670762	125058
Travoloride	96419980	122828
Propratecan	93594270	137235
Ketastadil	92200920	120840
Nevanide Actozide	92048067	119079
Total	11118109069	27004449





Objective

The goal of this project is to develop a comprehensive reporting system that enables various stakeholders within Forggith Pharmaceuticals to monitor and analyze performance metrics. Sales representatives will be able to track their individual progress to optimize their marketing strategies, team managers will monitor their teams' performance to improve planning and execution, and the executive team will track revenue against targets to inform and adjust medium- to long-term business strategies. This reporting system will support data-driven decision-making at all levels, contributing to overall business growth and efficiency.

Key Metrics Analyzed

Sales Performance

- Total Revenue
- Total Revenue Year To Date (YTD)
- Total Revenue Previous Year YTD
- Total Revenue Same Period Last Year(SPLY)
- Total Target
- Total TargetYTD
- Actual Revenue Performance YTD vs Target YTD
- Revenue Month on Month Percentage Change
- Revenue Distribution by Location
- Revenue by Channel
- Revenue by Product Class

Marketing Performance

- Revenue Achieved vs Revenue Target
- Volume Achieved vs Volume Target
- Actual Revenue by Sales Representative
- Target Revenue Achievement% by Sales Representative
- Actual Volume by Sales Representative
- Target Volume Achievement by Sales Representative
- Actual Revenue Achievement by Sales Team
- Revenue and Volume Achievement by Product.

Key Insights

- **Revenue Performance:** Overall, the company has achieved 11 billion in revenue, exceeding the target by 3 billion.
- **Top Sales Representatives:** Sales rep SN21998 has the highest target revenue achievement.
- **Product Analysis:** Analgesics and Antiseptics are the top-performing product classes, contributing over 2 billion each in total revenue.

Overview of Card Visuals

Total Revenue
11bn

Total Revenue YTD
3bn

TR Previous Yr YTD
8bn

TR (SPLY)
8bn

Total Target
21M

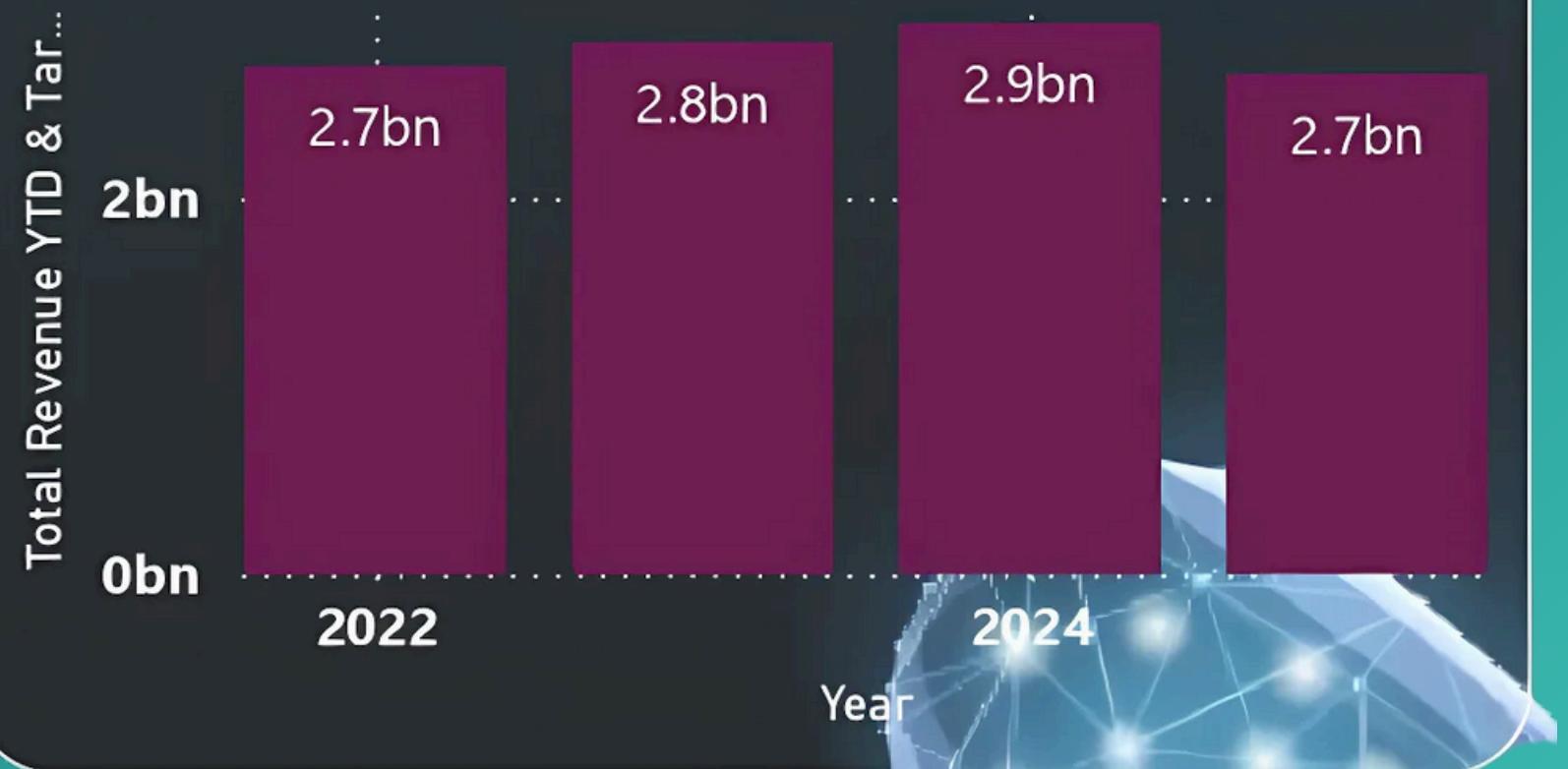
Total Target YTD
6M

- The Total revenue achieved so far, showcasing an overall revenue figure of 11 billion. It highlights the company's performance in terms of total sales revenue.
- Year-to-date (YTD) total revenue is 3 billion. This metric helps track the company's revenue progress from the start of the year up to the current date.
- The Total revenue for the same period last year, which was 8 billion. It allows for easy comparison with the current year's revenue to evaluate year-over-year growth or decline.
- "TR (SPLY)" stands for Total Revenue Same Period Last Year. This metric mirrors the previous card, confirming that 8 billion was achieved in the corresponding timeframe last year.
- The Total revenue target for the company, which is set at 21 million. It is a key metric for determining if the company is on track to meet its overall revenue goals.
- The year-to-date revenue target is 6 million, giving an immediate sense of the expected revenue by this point in the year.

Breakdown of Charts & Observations

Actual RP YTD vs Target YTD

● Total Revenue YTD ● Total Target YTD



Actual Revenue YTD vs Target YTD (2022-2024)

- **X-axis (Year):** Represents the different years (2022, 2023, 2024).
- **Y-axis (Revenue YTD):** Shows the total actual revenue year-to-date (YTD) compared to the target revenue YTD for each year.
- **TR & TT Revenue Distribution:** The purple bars indicate the actual revenue YTD, while the blue bars show the target revenue YTD, enabling a clear comparison of performance across the years.

Key Observations:

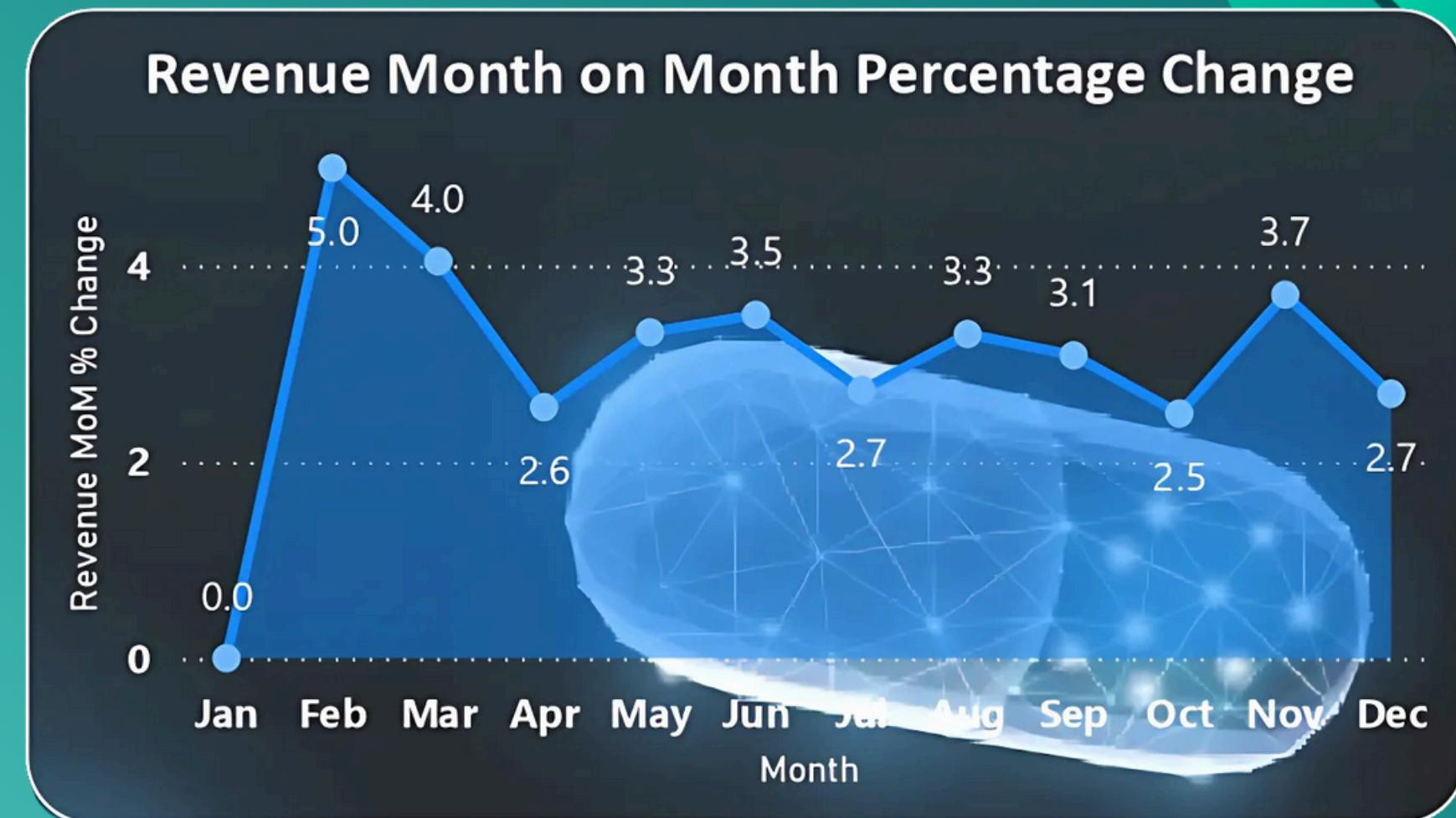
- In 2022, the actual revenue YTD (2.7bn) was just below the target YTD.
- In 2023, the actual revenue slightly increased to 2.8bn, which also remained close to the target.
- In 2024, the actual revenue YTD reached 2.9bn, marking an increase over the previous two years, though still not far from the target.
- However, for 2025, the actual revenue dropped to 2.7bn, slightly underperforming compared to earlier projections.

Revenue Month on Month Percentage Change (2024)

- X-axis (Months):** Represents the months of the year 2024, from January to December.
- Y-axis (Percentage Change in Revenue):** Shows the percentage increase or decrease in revenue from one month to the next.
- Range of Revenue Change:** Displays the month-on-month (MoM) percentage change in revenue, highlighting fluctuations over the year 2024.

Key Observations:

- January has a starting point of 0% change (serving as the baseline).
- February saw the largest positive growth with a 5% increase, indicating strong performance in that month.
- After February, March followed with a 4% increase, continuing the upward trend.
- The months of May to October show a fairly stable range of revenue changes between 2.5% and 3.5%, indicating consistent but moderate growth.
- There was a dip in June to 2.7% and October to 2.5%, which highlights lower performance during those months.
- November saw a slight recovery with a 3.7% increase, followed by a decline to 2.7% in December.

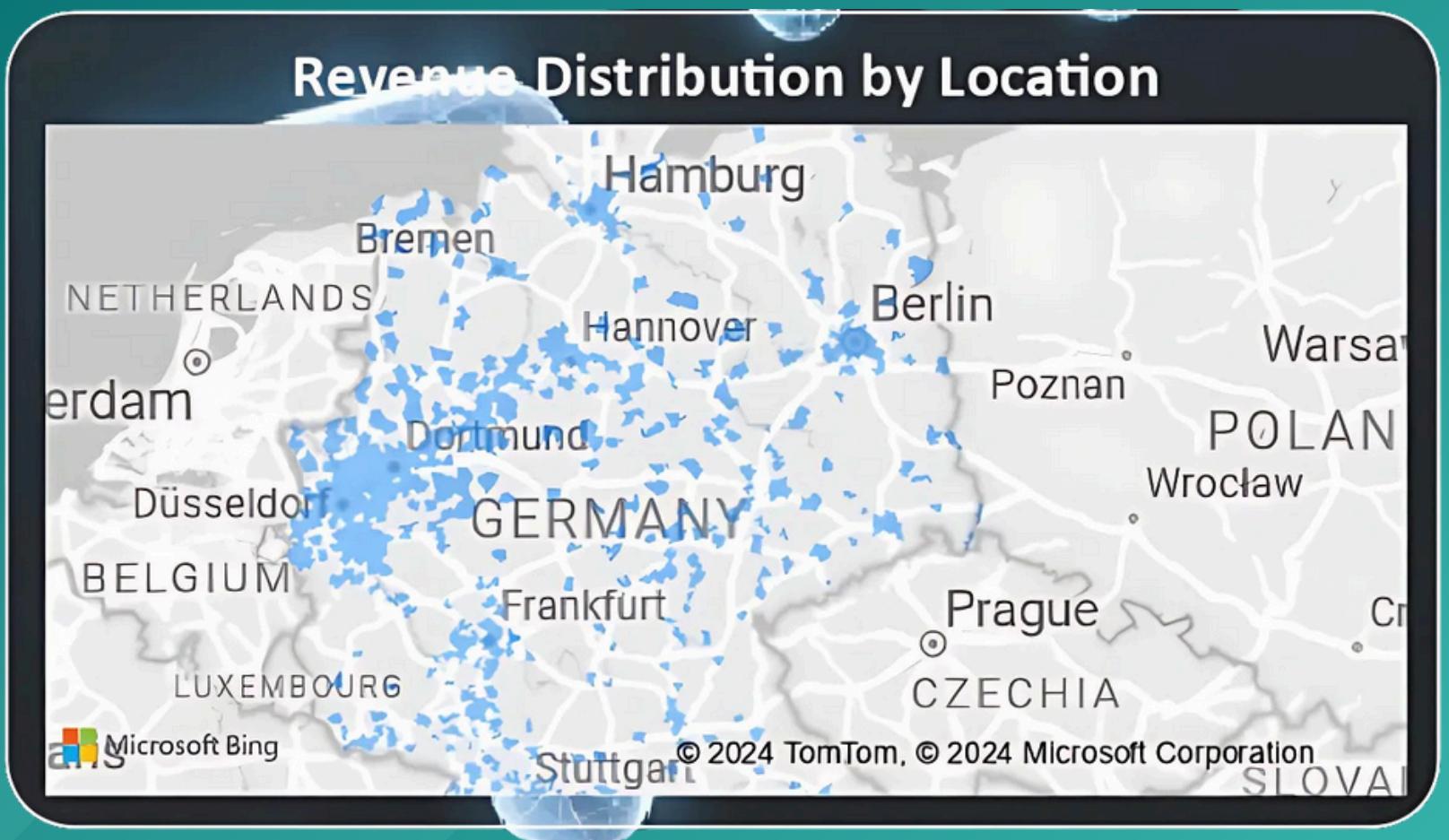


Revenue Distribution by Location

- X-axis (Locations in Germany):** Represents various geographic locations across Germany where revenue is being generated.
- Y-axis (Revenue Contribution):** Indicates the level of revenue generated at each location, with higher concentrations denoted by larger or denser blue dots.
- Range of Revenue Distribution:** The map shows that revenue generation is concentrated in certain areas, with blue dots representing the locations contributing to the overall revenue.

Key Observations:

- Major revenue generation is centered around key cities like Frankfurt, Berlin, and Stuttgart, suggesting these are important markets for revenue.
- There is a noticeable concentration of revenue points in the western and central parts of Germany, while the eastern part shows fewer points of activity.
- This map can help in targeting future marketing efforts or expanding into underserved areas with fewer revenue points.

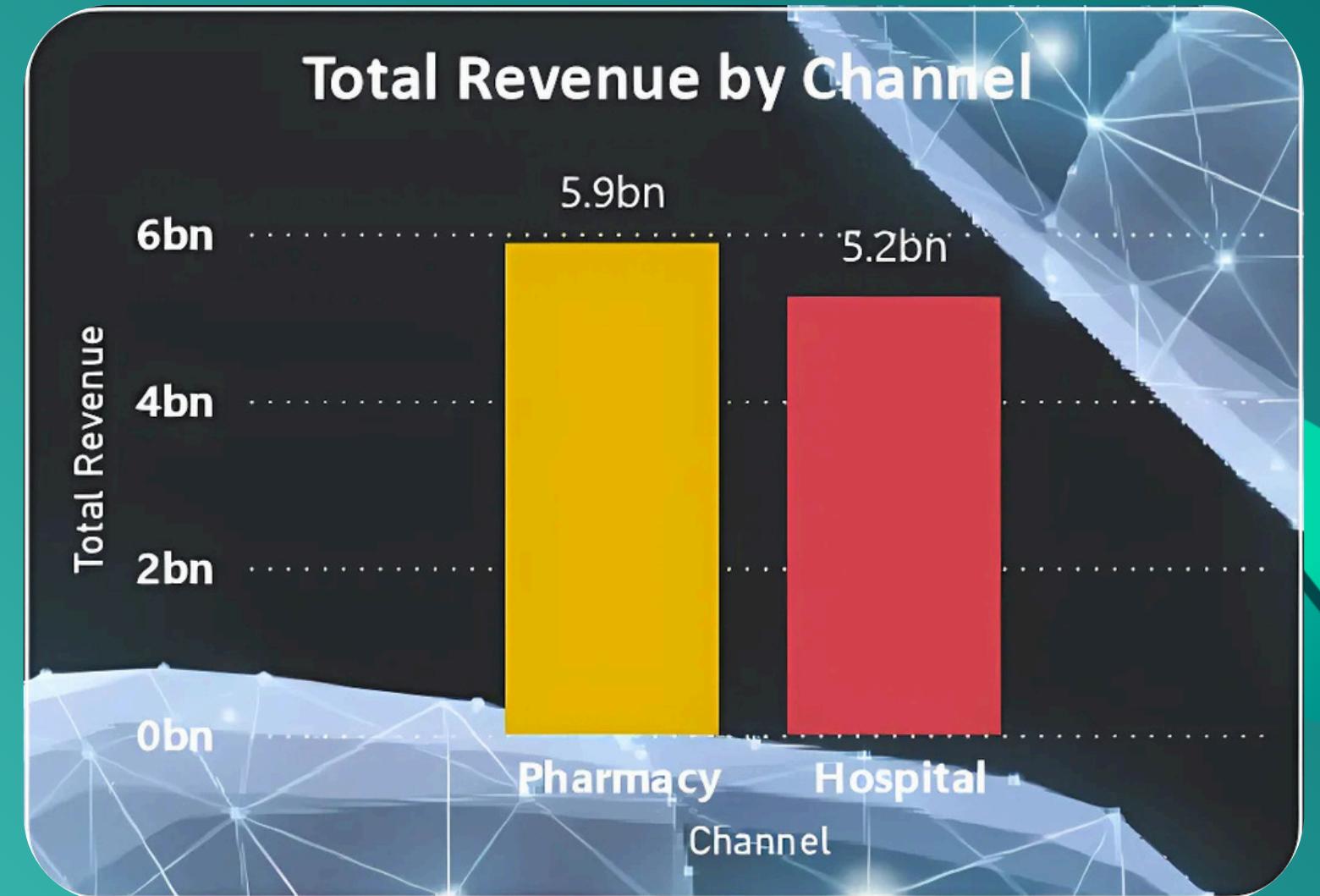


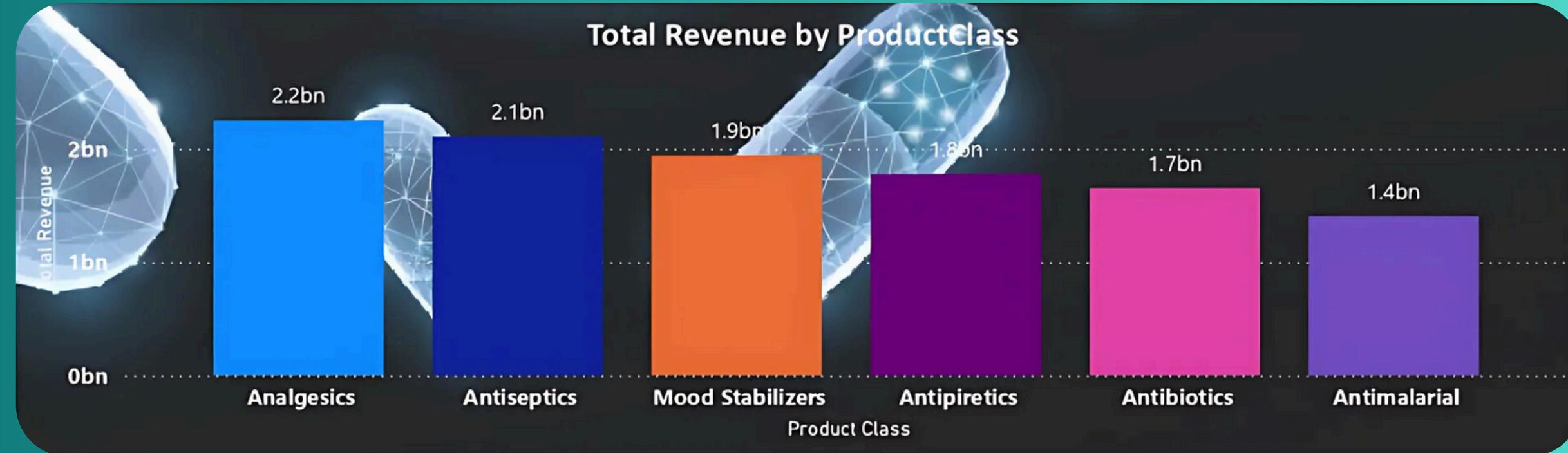
Total Revenue by Channel

- **X-axis (Channels):** Represents the two primary sales channels, Pharmacy and Hospital.
- **Y-axis (Revenue in Billions):** Displays the total revenue generated by each channel in billions (bn).
- **Range of Revenue:** Both channels demonstrate significant revenue contributions, with values represented in billions.

Key Observations:

- Pharmacy channel generated higher revenue, reaching 5.9 billion, while the Hospital channel generated 5.2 billion.
- The difference in revenue between the two channels is 0.7 billion, indicating that the Pharmacy channel is performing slightly better in terms of revenue.
- Both channels contribute significantly to overall revenue, but the Pharmacy channel leads in this comparison.





Total Revenue by Product Class

- X-axis (Product Classes):** Represents different product classes (Analgesics, Antiseptics, Mood Stabilizers, Antipyretics, Antibiotics, and Antimalarials).
- Y-axis (Revenue in Billions):** Shows the total revenue generated by each product class, measured in billions (bn).
- Range of Revenue:** All product classes are displayed based on their revenue contributions, with variations in the billions.

Key Observations:

- Highest Revenue:** Analgesics contribute the highest revenue at 2.2bn.
- Close Competitors:** Antiseptics and Mood Stabilizers also generate substantial revenue at 2.1bn and 1.9bn, respectively.
- Lower Revenues:** Antibiotics and Antimalarials show the lowest revenue generation, at 1.7bn and 1.4bn, respectively.
- Revenue Variation:** There's a clear disparity in revenue generation across product classes, with the top three categories outperforming the lower three.

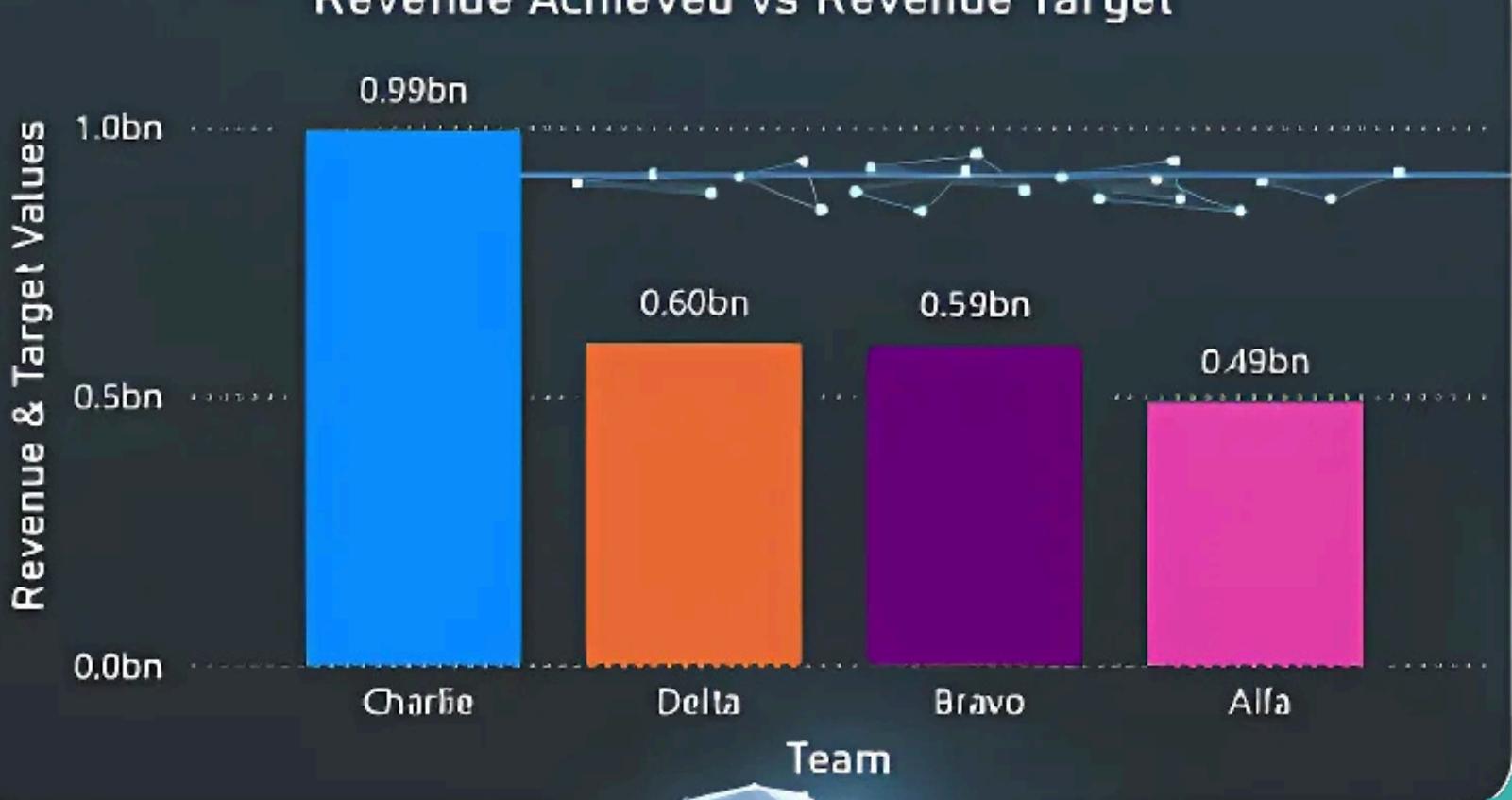
Revenue Achieved vs Revenue Target (by Team)

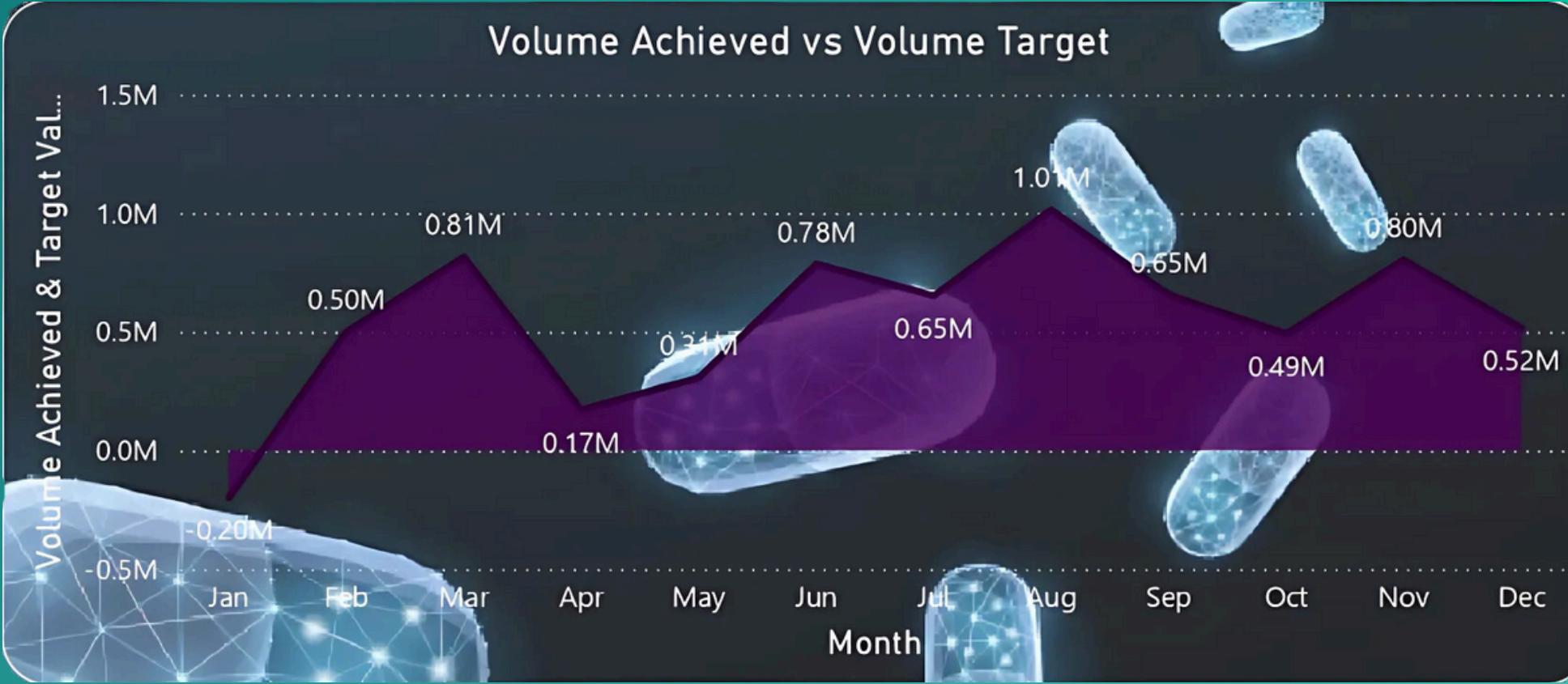
- **X-axis (Team):** Represents the four sales teams (Charlie, Delta, Bravo, Alfa).
- **Y-axis (Revenue in Billions):** Displays the actual revenue achieved by each team in billions.
- **Target Comparison:** A line at the top of the chart marks the revenue target for each team, while the bars indicate the actual revenue achieved by each team.

Key Observations:

- Charlie team leads the performance, achieving the highest revenue of 0.99 billion, which is very close to its target.
- Delta team follows, with 0.60 billion in revenue, achieving a reasonable performance but still below the target.
- Bravo team generated 0.59 billion, slightly lower than Delta but still performing moderately.
- Alfa team shows the lowest revenue, reaching 0.49 billion, indicating significant room for improvement compared to other teams.
- None of the teams surpassed the target, although Charlie came the closest, showing it is the top-performing team in terms of achieving its revenue goals.

Revenue Achieved vs Revenue Target





Volume Achieved vs Volume Target

- X-axis (Months):** Represents the months from January to December.
- Y-axis (Volume Achieved):** Shows the volume achieved in millions (M) over the course of the year.
- Range of Volume Achievement:** Tracks the monthly performance in achieving the target volume.

Key Observations:

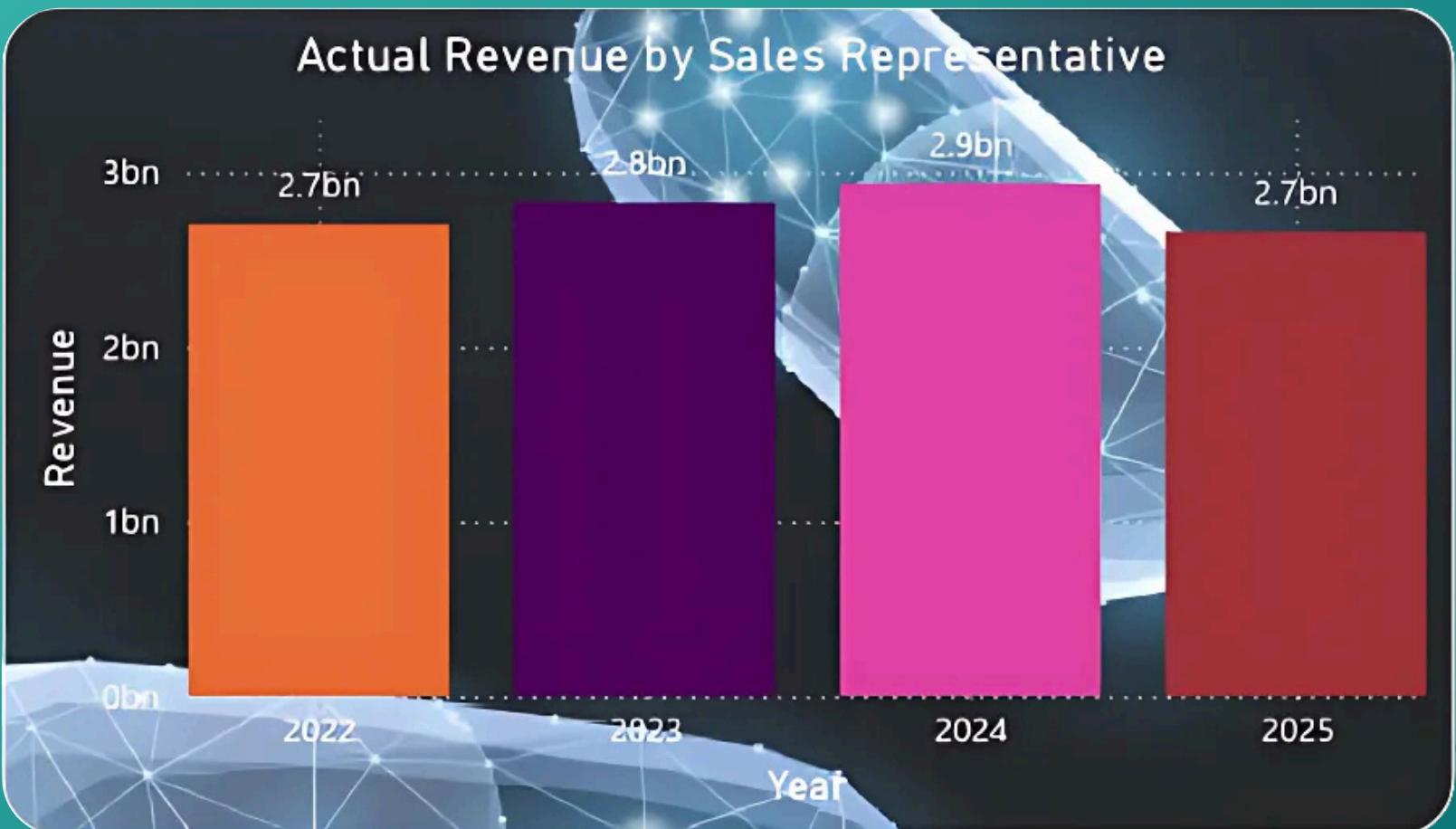
- Highest Volume Achieved:** The peak is in August, where the volume achieved reaches 1.0M.
- Initial Lag:** The volume achieved starts low in January, at 0.20M, and gradually increases over the first quarter.
- Fluctuations:** There are significant fluctuations in volume, with major dips in April (0.17M) and September (0.49M).
- Steady Growth:** Between March and July, there is steady growth, but afterward, the trend shows a declining volume, especially post-September.
- November Peak:** There's another spike in November reaching 0.80M, though still below the August peak.

Actual Revenue by Sales Representative

- **X-axis (Years):** Represents the time period from 2022 to 2025.
- **Y-axis (Revenue):** Displays the actual revenue generated by the sales representatives, measured in billions.
- **Revenue Overview:** Highlights the revenue performance of the representatives over the four-year span.

Key Observations:

- **Highest Revenue:** The year 2024 stands out with the highest actual revenue at 2.9bn.
- **Consistent Performance:** The revenues for the years 2022 and 2025 are identical at 2.7bn, indicating consistent performance during these years.
- **Dip in 2023:** There's a slight dip in revenue in 2023 to 2.8bn, but it rebounds in 2024 with a notable increase.
- **Overall Trend:** Over the four-year span, the revenue remains relatively stable, with slight fluctuations but no drastic changes.



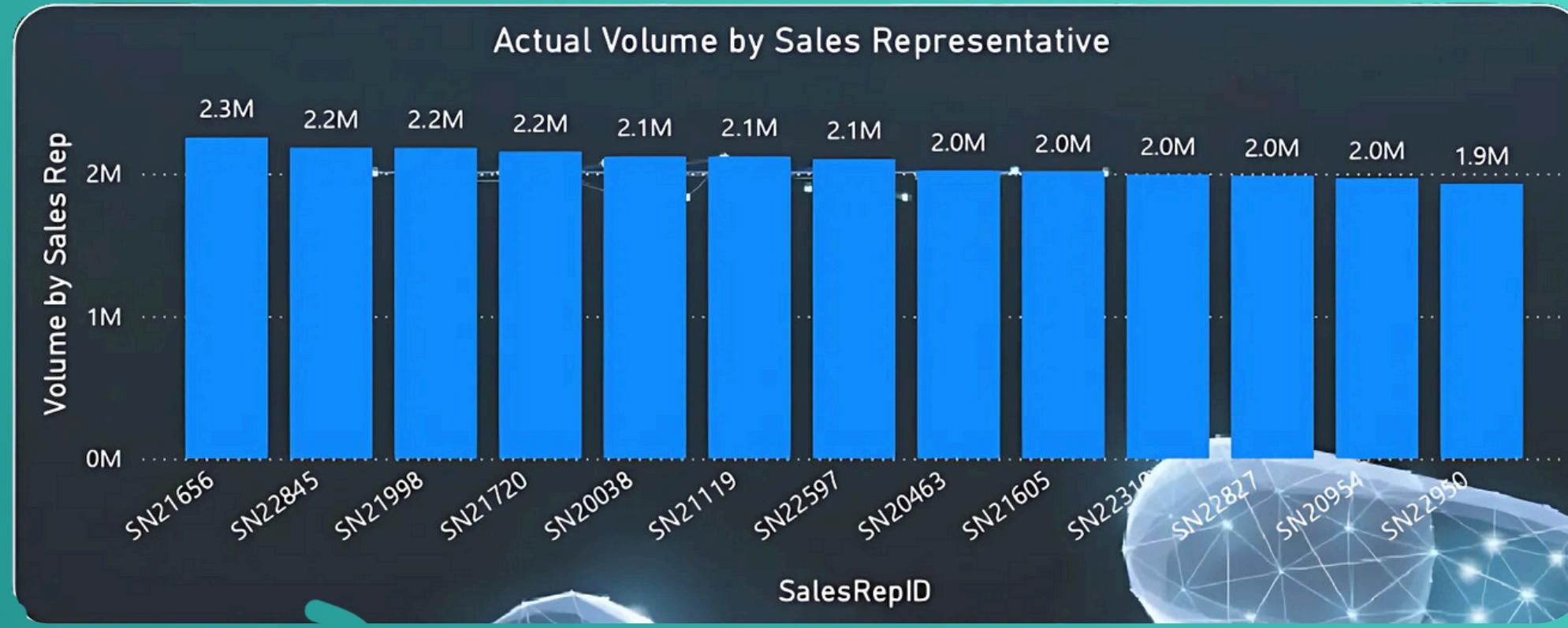


TR Achievement % by Sales Representative

- X-axis (SalesRepID):** Represents the different sales representatives.
- Y-axis (Revenue Achievement %):** Shows the percentage of actual revenue achieved by each sales representative compared to their targets.
- Revenue Achievement Range:** All representatives have performed at a relatively similar level, with achievement percentages ranging between 9.4% and 11%.

Key Observations:

- Top Performers:** SalesRepIDs SN2098 and SN21720 lead with the highest target revenue achievement, both at 11.0%.
- Consistent Performers:** Representatives SN1656 and SN2284 also performed well, achieving over 10.6%.
- Lowest Achiever:** The representative with SalesRepID SN22950 achieved the lowest revenue percentage at 9.4%.
- Close Performance:** The majority of sales reps have performance percentages clustered between 9.8% and 11.0%, indicating relatively balanced achievement among the group.



Actual Volume by Sales Representative

- X-axis (SalesRepID):** Represents the different sales representatives.
- Y-axis (Volume by Sales Rep):** Shows the actual sales volume achieved by each representative, measured in millions of units.
- Range of Sales Volume:** All representatives have performed consistently, with volumes ranging between 1.9M and 2.3M units.

Key Observations:

- Highest Volume Achiever:** SN1656 recorded the highest sales volume at 2.3M units.
- Consistent Volumes:** Most sales reps achieved between 2.0M to 2.2M units, with some slight variation.
- Lowest Volume:** SN22950 had the lowest volume of 1.9M units, aligning with their lower revenue achievement from the first chart.
- Balanced Performance:** The sales volumes across the group show minor differences, implying consistency in effort and output among the sales reps.

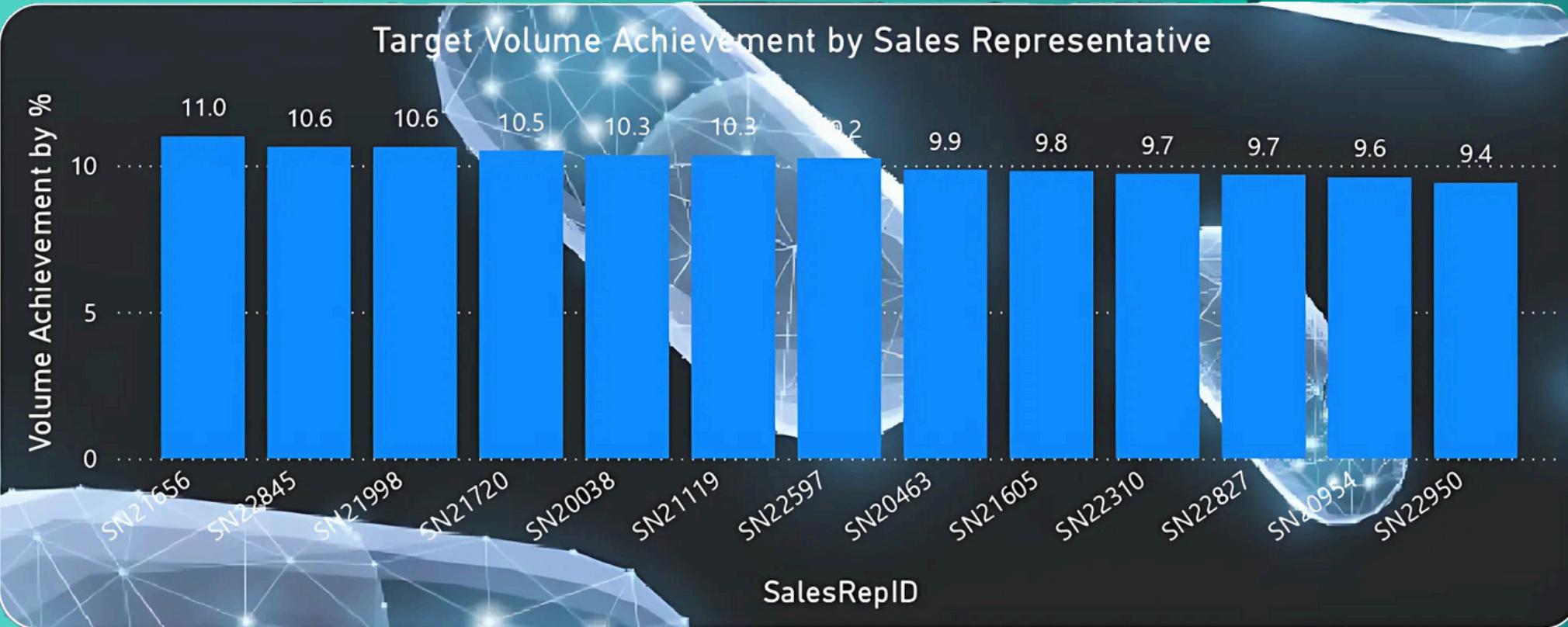
Revenue and Volume by Product

- X-axis (Product Names):** Represents the different products in the portfolio (Ionclotide, Tetratanyl, Sumanazole, etc.).
- Y-axis (Revenue and Volume by Product):** Shows the total revenue (in billions) and the total sales volume for each product.
- Range of Contribution:** The table highlights the significant contribution of each product to overall revenue and sales volume, with top performers like Ionclotide leading both categories.

Key Observations:

- Top Revenue Product:** Ionclotide is the top revenue generator with \$1.66 billion and 262,463 units sold.
- Top Volume Product:** Ionclotide also leads in terms of units sold, making it both the top-selling and highest-revenue product.
- Revenue Distribution:** Products like Tetratanyl and Sumanazole follow closely in revenue, contributing over \$1.2 billion and \$1.09 billion respectively.
- Low-Volume Products:** Products such as Docstryl Rivacin and Travoloride have relatively lower volumes sold compared to others, indicating that they may be higher-margin products.
- Overall Performance:** The total revenue for all products is \$11.11 billion, with a total volume of 2.7 million units sold.

ProductName	Revenue by Product	Volume by Product
Ionclotide	165614153	262463
Tetratanyl	121015531	236821
Sumanazole	109205702	206438
Betanem	103571832	169512
Docstryl Rivacin	98670762	125058
Travoloride	96419980	122828
Propratecan	93594270	137235
Ketastadil	92200920	120840
Nevanide Actozide	92048067	119079
Total	11118109069	27004449



TV Achievement by Sales Representative

- X-axis (SalesRepID):** Represents different sales representatives (SalesRepID) by their unique IDs (e.g., SN21556, SN22845, SN21998, etc.).
- Y-axis (Volume Achievement by %):** Shows the percentage achievement of the target sales volume for each sales representative.
- Range of Volume Achievement:** The percentages range from 9.4% to 11.0% across the different sales representatives.

Key Observations:

- Top Performer:** SalesRepID SN21556 achieved the highest target volume, with 11.0% achievement.
- Other Strong Performers:** SalesRepIDs SN22845 (10.6%), SN21998 (10.6%), and SN21720 (10.5%) are among the other top-performing representatives.
- Average Performers:** SalesRepIDs SN20038 (10.3%), SN21119 (10.3%), and SN21597 (10.2%) achieved target volumes slightly above 10%.
- Lower Performers:** Representatives like SN20954 (9.6%) and SN22950 (9.4%) are at the lower end of the volume achievement spectrum.
- General Trend:** All sales representatives achieved between 9.4% and 11%, showing a relatively close performance range but with a few slightly outperforming others.

Actual Revenue Achievement by Sales Team

- **X-axis (Team):** Represents the different sales teams (Delta, Charlie, Bravo, Alfa).
- **Y-axis (Revenue by Sales Team):** Shows the percentage of actual revenue achieved by each sales team compared to their targets.
- **Range of Revenue Achievement:** All teams have performed well, with their achievements near or at 100%.

Key Observations:

- **Top Team:** Delta team has achieved a full 100% revenue target, making them the best performing team.
- **Other High Performers:** Charlie, Bravo, and Alfa teams are all close to 100%, with only slight differences in performance.
- **Uniform Performance:** The gap between the teams is minimal, indicating a strong overall performance by all teams.
- **Insight:** This chart shows that all sales teams have achieved a very high level of revenue, with no team significantly underperforming.



Recommendations

1. Focus on High-Performing Products

- Products such as Ionclotide and Tetratanyl have shown strong revenue and volume performance, surpassing many other products in the company's portfolio. These products are likely driving significant sales and market growth.
- To capitalize on this momentum, the company should allocate more marketing resources, promotional efforts, and sales focus to these high-performing products. This could include targeted marketing campaigns, increased advertising, and expanded distribution to maintain their high market share.

Recommendations

2. Optimize Underperforming Sales Teams

- The sales team performance analysis shows that Alfa, among other teams, is falling short of its revenue and volume targets compared to high-performing teams like Beta and Delta. This could indicate a gap in training, resources, or support.
- To improve the performance of underperforming teams, specifically Alfa, the company should invest in sales training programs, provide more resources, and consider reshaping their sales strategies. This could also include reviewing individual sales performance to identify areas where additional coaching or support is required.

Recommendations

3. Target Improvement in Low Sales Months

- Sales data indicates a noticeable drop in revenue and volume during certain months, particularly February and November. These declines could be seasonal or linked to other internal/external factors such as lower customer demand, holidays, supply chain disruptions, or inadequate sales campaigns.
- The company should investigate the root causes of low sales in these months and adjust strategies accordingly. Understanding if the drop is related to demand, customer preferences, or operational inefficiencies can help the company proactively mitigate future declines.

Recommendations

4. Enhance Sales Representative Performance Tracking

- The analysis showed varying levels of performance among sales representatives, with some consistently meeting or exceeding targets, while others are underperforming. This variance can be addressed by using more granular tracking of performance metrics and providing additional support to lower-performing reps.
- Develop a comprehensive performance improvement program that includes individualized performance metrics, feedback, and targeted support for underperforming sales representatives.

Recommendations

5. Reevaluate Product Portfolio Strategy

- While certain products are performing exceptionally well, others may be underperforming in terms of revenue and volume. This discrepancy suggests the need for a re-evaluation of the product portfolio to focus on high-potential products while phasing out or improving underperforming ones.
- Reassess the company's product portfolio based on revenue and volume data to decide whether certain products should be discontinued, reformulated, or repositioned in the market. Additionally, identify opportunities to introduce new products that align with customer needs and market trends.

Conclusion

The analysis of the pharmaceutical sales data reveals that while the company is performing well overall, there are clear opportunities for further optimization. High-performing products like “Ionclotide” and “Tetratanyl”, along with strong contributions from top-performing sales representatives, are driving significant revenue growth. However, inconsistencies in target achievement across various teams and products suggest the need for more focused interventions. Underperforming sales teams, such as Alfa, would benefit from additional support and training, while seasonal fluctuations in sales, especially in months like February and November, should be addressed through strategic adjustments. By focusing on consistent performance across all teams and optimizing underperforming areas, the company can build on its strengths and achieve more balanced, long-term success.

Challenge Faced

- **Data Completeness:** Issues with missing or incomplete data for certain metrics, especially for volume target calculations.
- **Visualization Complexity:** Mapping certain measures (like Volume Achieved vs Target) onto the correct chart axes was challenging in Power BI.
- **Data Cleaning:** Handling discrepancies in data format and structure required extra effort to clean and prepare the dataset for analysis.

THANK YOU

